

THE BIG STORE'S "BUSINESS EDITORIALS"

The Marshall Field store is now writing its own editorials in the newspapers.

In this morning's Examiner, in what was called a "business editorial," the big store discussed "The spirit of the Marshal Field & Company organization."

"First of all," says the Field editorial, discussing its organization, "comes **good human material**"—and then it proceeds to say:

"Employees of Marshal Field & Company are picked individuals. They are chosen for native intelligence, sincerity, interest in business, and faculty for getting along with others, willingness to investigate and think, and the sense to submit to discipline in purely routine details. To be chosen for this organization is in itself a certain rating of one's ability, and is so regarded in Chicago. The organization has something of the atmosphere of a great family."

It goes on with a lot more bunk like that, and winds up with the following description of the spirit of the Marshal Field store:

"To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example to work for love of work; to anticipate requirements; to develop resources; to recognize no impediments; no master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection."

Now, if the big store would tell in its "business editorials" what it pays men, women, girls and boys for all this spirit, character, courtesy and love, the editorials would be worth while.

We are inclined to think, however, that one of the true statements in the editorial is the one about teaching employees "to work for love of work," for beyond a measly wage of a few dollars a week about all the employees get out of their work is the love of it.

It is generally understood that the wages paid the employees of the Marshal Field store are miserably small compensation for the services they render.

Truly, "first of all comes good human material." It was on this good human material that Marshal Field built his huge fortune. The "human material" got mighty little of the profit.

The Day Book defies the big store to publish the wages paid clerks and other employees; and it dares any daily newspaper in Chicago to do the same thing.

We would also like to see an answer in one of those "business editorials" to the Vice Commission's charge that low wages in department stores have driven some good girls into a life of shame.